ABSTRACT

Extra Joss® – the market leader of Philippines energy drinks realized that competition in energy drinks became stronger. In the past when the competitors had not yet existed, many people have used Extra Joss®. With the success of Extra Joss® penetrated Philippines market, a slew of copycat drinks were flooded into the marketplace. The competition forced energy drinks manufacturers came with quality products and more innovative strategies.

New product format has driven the Philippines energy drinks market changed in line with changing consumer preferences. Since Extra Joss® had very strong growth in sachets, now the consumer liked the form of ready to drink (RTD) energy drink in Returnable Glass Bottles (RGB) that cost "only" twice as much as sachets. The growth shifted to the bottle now. Indirectly, the bottles eventually became competitors of sachets. It’s interesting to learn how Extra Joss® generates strategies to maintain its performance as energy drink market leader in Philippines energy drinks industry.

Key words: Consumer Preferences, Trend, Competitive Strategy, Differentiation